

# Chapter 2

## Industry-Specific Counseling and Assistance



### **Trade Development (TD) Industry Officers/ITA/U.S. Department of Commerce**

TD is the industry-focused arm of the International Trade Administration. Its mission is to deliver industry analysis and trade policy support to promote the interests of U.S. exporters, especially small and medium-sized enterprises; forge public-private partnerships to enhance the international competitiveness of U.S. industries; and initiate industry-specific trade events. TD industry and international trade specialists work directly with U.S. firms and industry associations to identify overseas trade opportunities and obstacles by product or service, industry sector, and market. TD analysts also participate in trade policy development and negotiations and advocate on behalf of U.S. companies to help them win foreign contracts. TD staff also develop export marketing programs and obtain industry advice on trade matters. They organize executive trade missions, trade fairs, product literature centers, reverse trade missions, marketing seminars, and business counseling. Experts are organized in the following sectors:

- ◆ Aerospace
- ◆ Automotive
- ◆ Consumer goods
- ◆ E-commerce
- ◆ Energy
- ◆ Environmental technologies
- ◆ Information technologies
- ◆ Machinery
- ◆ Metals, materials, and chemicals
- ◆ Microelectronics, medical equipment, and instrumentation
- ◆ Services and finance
- ◆ Telecommunications technologies
- ◆ Textiles and apparel
- ◆ Transportation and machinery
- ◆ Travel and tourism

**Contact:** Trade statistics are available by industry on the home page of Trade Development's Office of Trade and Economic Analysis: [www.trade.gov/tradestats](http://www.trade.gov/tradestats). For TD industry and international trade officers, call 1-800-USA-TRAD(E) (1-800-872-8723). To access industry office Web sites, go to the Trade Development home page at [www.trade.gov/td](http://www.trade.gov/td), or choose "Trade Development" on the ITA home page: [www.trade.gov](http://www.trade.gov).

### ***Major Energy Projects Assistance/ITA/U.S. Department of Commerce***

The Office of Energy project manager for major power, oil, and gas infrastructure projects coordinates government assistance to help U.S. firms compete for major overseas contracts; identifies upcoming projects and develops specific information about them; monitors worldwide energy developments; provides business counseling to contractors, engineers, constructors, and engineered systems providers; offers guidance on appropriate market business contacts, contract bidding procedures, and strategies; provides advocacy during bidding; and maintains the Energy Projects Database, available on the Internet.

**Contact:** Andrew Collier, project manager, Office of Energy, (202) 482-0680; fax (202) 482-0170. Home page: [www.ita.doc.gov/energy](http://www.ita.doc.gov/energy); select "Foreign Projects Database."

### ***Export Advantage for Textiles and Apparel/ITA/U.S. Department of Commerce***

Export Advantage provides information on exporting U.S. textiles and apparel products, including more than 40 comprehensive overseas market profiles and directories listing more than 6,800 overseas buyers and more than 2,200 U.S. suppliers on the Office of Textiles and Apparel (OTEXA) Web site.

**Contact:** OTEXA home page: [www.otexa.ita.doc.gov](http://www.otexa.ita.doc.gov). For information on international trade shows and events, call (202) 482-5153 or e-mail [market\\_expansion@ita.doc.gov](mailto:market_expansion@ita.doc.gov). For assistance with exporting or information on foreign regulations affecting U.S. textile and apparel exports, call (202) 482-3588 or e-mail [exportadvantage@ita.doc.gov](mailto:exportadvantage@ita.doc.gov).

### ***U.S. Travel and Tourism Statistical System/ITA/U.S. Department of Commerce***

The Office of Travel and Tourism Industries functions as the U.S. federal tourism office. Among its core responsibilities is to collect, analyze, and disseminate international travel and tourism statistics for the U.S. Travel and Tourism Statistical System. These include:

- ◆ Basic market analysis
- ◆ Survey of international air travelers (in-flight survey)
- ◆ Visitor arrivals (I-94 form)
- ◆ U.S. international air traveler statistics (I-92 form)
- ◆ Forecast of international arrivals to the United States
- ◆ International travel receipts and payments
- ◆ Impact of international visitors' spending on state economies
- ◆ Travel trade recovery barometer
- ◆ Travel and tourism satellite accounts

**Contact:** Office of Travel and Tourism Industries staff at (202) 482-0140; home page: [www.tinet.ita.doc.gov](http://www.tinet.ita.doc.gov).



### ***EcoLinks, the Eurasian-American Partnership for Environmentally Sustainable Economies/Institute for International Education (IIE)/U.S. Agency for International Development (USAID)***

EcoLinks is a USAID-funded trade and investment program that supports environmental technology representatives in selected U.S. Commercial Service offices in Eastern Europe and Eurasia. These EcoLinks “tech reps” make use of several tools available from USAID, the Commercial Service, and host governments to identify business opportunities in the environmental sector, link U.S. environmental technology firms with partners in the region, and assist in financing the associated environmental projects.

**Contact:** Gerald Gold, Partnership Grants Program, (202) 712-0263; Jeffrey Orrey, Trade and Investment Program, (202) 712-1608; or view home page: [www.ecolinks.org](http://www.ecolinks.org).

### ***Trade and Technical Assistance/U.S. Department of Transportation***

The Department of Transportation’s Office of International Transportation and Trade (X-20) serves as the department’s overseer on collaborative trade-related initiatives and technical assistance programs. The X-20 office works closely with agencies, such as the U.S. Trade and Development Agency and the Department of Commerce, to organize business workshops designed to help establish relationships and share information between U.S. businesses and foreign officials who are likely to make, or to heavily influence, awards of international contracts. Under mechanisms such as bilateral and multilateral agreements, the department’s operating administrations participate in cooperative programs and technology initiatives with partners worldwide, and promote policies that enhance U.S. industry access to foreign markets.

**Contact:** Ms. Bernestine Allen, Office of the Secretary of Transportation, (202) 366-4368; fax (202) 366-7417; e-mail: [bernestine.allen@ost.dot.gov](mailto:bernestine.allen@ost.dot.gov); James A. Treichel, Maritime Administration, (202) 366-5773; fax (202) 366-3746; e-mail: [james.a.treichel@marad.dot.gov](mailto:james.a.treichel@marad.dot.gov); Lisa Randall, Bureau of Transportation Statistics, (202) 366-6660; fax (202) 366-3640; e-mail: [lisa.randall@bts.dot.gov](mailto:lisa.randall@bts.dot.gov); Henry Nevares, Federal Highway Administration, (202) 366-0111; fax (202) 366-9626; e-mail: [henry.nevares@fhwa.dot.gov](mailto:henry.nevares@fhwa.dot.gov); Ted Krohn, Federal Railroad Administration, (202) 493-6415; fax (202) 493-6401; e-mail: [ted.krohn@fra.dot.gov](mailto:ted.krohn@fra.dot.gov); Rita Daguillard, Federal Transit Administration, (202) 366-0955; fax (202) 366-3765; e-mail: [rita.daguillard@fta.dot.gov](mailto:rita.daguillard@fta.dot.gov); Rochelle Claypolle, Federal Aviation Administration, (202) 267-3111; fax (202) 267-5047; e-mail: [rochelle.claypolle@faa.gov](mailto:rochelle.claypolle@faa.gov); Julie Abraham, National Highway Traffic Safety Administration, (202) 366-2114; fax (202) 366-2559; e-mail: [jabraham@nhtsa.dot.gov](mailto:jabraham@nhtsa.dot.gov); Timothy Klein, Research and Special Programs Administration, (202) 366-4434; fax (202) 366-3272; e-mail: [timothy.klein@rspa.dot.gov](mailto:timothy.klein@rspa.dot.gov).



***Office of Fossil Energy/International Programs/U.S. Department of Energy***

This program enhances the competitiveness of U.S. industry by supporting domestic fossil energy (coal, oil, and gas) project developers and exporters trying to expand the international sales of fossil energy technology, resources, and services.

**Contact:** Barbara McKee, director, Coal and Power Export and Import, (301) 903-3820; fax (301) 903-1591; e-mail: [barbara.mckee@hq.doe.gov](mailto:barbara.mckee@hq.doe.gov); Donald Juckett, director, Oil and Gas Import and Export, (202) 586-8830; fax (202) 586-6050; e-mail: [donald.juckett@hq.doe.gov](mailto:donald.juckett@hq.doe.gov); home page: [www.fe.doe.gov](http://www.fe.doe.gov).

